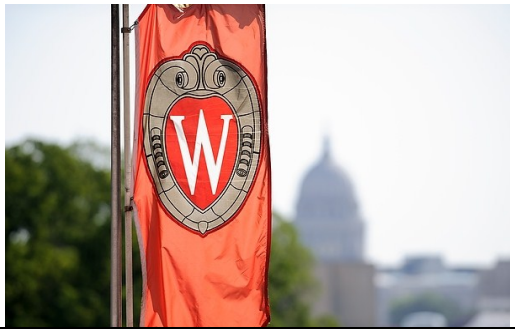

L'ESSOR

Newsletter of the Professional French Masters Program

University of Wisconsin-Madison

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Special points of interest:

- Marketing Louisiana in Paris
- Book reviews: A French take on white poverty in America, reading Azouz Begag on the metro, Paris in the lives of three famous American women, and the return of Charlotte Lavigne
- Founder of *Les Indivisibles* Rokhaya Diallo visits the PFMP
- WHAT PEOPLE ARE DOING: news from students, alumni, partners and friends

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PFMP Internship: Daughter of Acadian Louisiana Helps Market Her Home State at Paris Firm

By Ashley Herrick

It is a cool, September evening and I'm glad I opted to wear a dressy jacket over the only cocktail dress I brought from the States. I notice that a few other, more glamorously-dressed women on the patio are not so lucky. They try somewhat successfully to juggle champagne glasses while pulling their thin shawls more tightly around their bare shoulders.

There's a brief lull in conversation and I finally have a moment to glance around the dimly-lit, immaculately trimmed garden leading from a gorgeous mansion to the patio where I now stand. Then to a fountain in the distance and… 'What's on the other side of that hedge wall?' I ask myself.

"L'ambassade de Grande-Bretagne," a man answers aloud, reading my gaze. We strike up a conversation en français about the beauty of the garden, our reasons for coming to the cocktail this evening, his latest trip to the Sultanate of Oman…

Pause. Rewind. How did I find myself – just one month into my internship in Paris – all alone on the patio of an exclusive (and old) Parisian social and dining club, mingling with international diplomats, French media and tourism professionals? I guess you could call it a combination of both good and bad luck, depending on the perspective. Regardless, I was representing Express Conseil and one of our biggest clients at a special cocktail and dinner. I knew from the get-go

(Continued on page 2)

Diversité? Reading Begag on the Métro *by Peebles Squire*

BEGAG, AZOUZ. *Bouger la banlieue : l'intégration en question.* Bordeaux: Elytis, 2012. ISBN 978-2-35639-097-4. 64p. 5€80.

Azouz Begag served as a former minister under Dominique Villepin's government, charged with the promotion of *l'égalité des chances*, "equal opportunity." An academic, Begag has made several forays into politics, the product of which I consider the philosophical foundations of this book.

Bouger la banlieue is a quick read in the metro, where I display its cover as some sort of advertisement of my willingness to venture past the comfort of my all-American whiteness. It fits in my pocket. At only 60-odd pages, it is compact enough to be the mobile billboard of my open-minded attitude.

That is, of course, until some young man from *la banlieue* hops on board; the little book takes a nose dive and hovers,

(***Continued on page 3***)

Express Conseil *(continued from page 1)*

World marketing: between photos of Las Vegas and her Mexico Stand neighbor in traditional indigenous dress, Ashley Herrick represents Express Conseil's clients. International French Travel Market Convention in Paris, September 2012.

To quote one of my co-workers, "Wow, that's not something most interns get to do." And he's right. That's why networking is so important.

Ashley Herrick (business) is currently doing her PFMP internship as an account assistant at Express Conseil, a tourism communication and PR agency in Paris. When not translating press trip itineraries and writing for clients such as Louisiana, Colorado, Arizona, Las Vegas, and Oman Air, she enjoys swing dancing, funny encounters with strangers, and searching for the best pain au chocolat in Paris.

that this would be another interesting evening to add to my growing list of "firsts."

In a little more than a month, I've amassed quite a collection of new experiences. I've been squished like a sardine on my morning metro commute to work, and squished even more on my way home. I've gotten lost so regularly that I've considered buying a compass. I've also gotten to know Paris inside and out (literally, I've even been to the sewers). Just a couple weeks ago I confronted my fear of using the telephone in French at work (it went well, thank goodness), and I made French news when a TV crew interviewed me at the Assemblée Nationale. I even celebrated my birthday with a glass of wine, new friends, and a backdrop of the twinkling Eiffel Tower. But the most interesting new experience I've had so far is becoming an unofficial, walking customer service rep for my home state. Let me explain.

Most of the French adults I have met seem to be quite curious about Louisiana. They've heard just enough about the state to whet their inquisitive appetites, and they are hungry for more. While I didn't grow up speaking Louisiana French, my accent today does give away the fact that I'm not Parisian (in true Cajun fashion, I roll my "r"s). So as soon as I respond to the inevitable questio— "Where are you from?"—a Q&A session always follows.

Those who have never been to my state usually begin a lengthy interrogation. They want to know about everyday life there and how many residents speak French today. Those who have visited Louisiana instantly start relaying their experiences. I enjoy listening, and in return I tell them stories about my childhood: how I used to go to the "buffet" once a week with my grandparents (pronounced "boo-fay"), the outings I used to go on with my "parrain" (the French version of a godfather), and what it's like growing up next to a swamp. I also love introducing them to "Laissez les bons temps rouler" – a phrase that every Louisianian understands, even if they don't know how to spell it (FYI, this phrase initially makes no sense to people in France). I have educational encounters like this on an almost daily basis, and they're teaching me even more about how unique my culture really is.

But what makes this situation even more interesting is that promoting Louisiana is also part of my *job*. The state (and specifically the city of New Orleans) is also one of Express Conseil's clients. So when I'm not out in town fielding questions from people I meet, I'm responding to brochure requests, editing newsletters and the French version of the state's tourism website, louisiane-tourisme.fr. I'm also helping to organize a special media/trade dinner for a delegation of state officials and businessmen who are coming to France at the end of the month. During this event I will have the privilege of attending the signing of the French-Louisiana Accords. I could not have come to Paris at a better time.

To quote one of my co-workers, "Wow, that's not something most interns get to do." And he's right. That's why networking is so important. Without it, I never would have discovered the PFMP or that Louisiana worked with a communication agency in France. And I would definitely not be having so much fun doing something that seems to come naturally to me: promoting my home state.

I must be doing something right.

From the Executive Director

Now in our thirteenth year, the Professional French Masters Program rounds out the fall semester with its usual hum of activity. Talks on campus, personalized research projects in class, professional conferences and French-language cultural events are keeping this year's students busy in Madison, while those who began last year span the globe in their current internships.

As usual, L'ESSOR readers will peruse our ever-popular "Current Students and Alumni" blurbs for the details, but in terms of internships this year is particularly international. For the first time, close of half of current interns either are or have just finished interning in the francophone world outside continental France. PFMP internships this year have covered not only "l'Hexagone," but also Haiti, Switzerland, Quebec, the Congo, and Cameroon, with another intern about to head to Senegal—across our six concentration areas.

Last fall Bloomberg noted that French was the third most important business language on the planet.

PFMP students, tutors and three new graduates wrap up Fall Orientation (August 2012).

Last fall Bloomberg noted that French was the third most important business language on the planet (behind Mandarin, with a very dominant English in first place), and others have noted the relatively rapid growth of economies in several African countries. Even in times of economic crisis, in this world of rapidly-evolving markets and populations, French speakers are involved in all kinds of business. Just ask our alumni.

PFMP students join the program's growing and interconnected community of partners and alumni in their enthusiasm for the French language, since it is that language that is driving their professional development in the fields our concentration areas lead to. The alumni presence in the program has been strong—in large part due to alumni readership of and contributions to this very newsletter, a deeply effective networking tool in itself—

(Continued on page 12)

Bouger la banlieue (continued from page 1)

its cover parallel to the grey floor of my train car, and I'm done advertising.

If freedom is an ideal, mobility is its means. In the same volume roughly occupied by an iPhone (the ultimate in mobility), Begag manages to reinforce the primacy of freedom of movement for the people of the *banlieue* in a style that I find impressive, given the small space. I wonder about my unwillingness to cause a potential scene on the metro, and how my apprehension over my fellow passenger feeds into his sense of mobility.

The use of fear as a political tool, the construction of "the other" and its impacts on both sides of the Parisian *périphérique,* the crushing immobility that comes with writing off people as "them" cannot be ignored, and the author gives us all too clear a picture of its consequences: "Don't dare venture out. *They* don't want you."

Mais oui, « les temps changent ». A little boy wants to be President one day. What will he have to concede to be French enough?

This book was written for the likes of my peers and me—the self-conscious, culturally sensitive metro-riders, with no mobility issues to speak of. The ending leaves me glowing with hope.

Bouger la banlieue is a beautifully concise apology of *La République*'s attempt to piece together a more unified France that can, for once, celebrate its diversity. As for knowing to whom that job actually belongs, I've yet to decide.

Peebles Squire *(international development) is currently interning at Vigeo in Bagnolet, just outside the périphérique, the expressway that stands as the figurative wall between Paris proper and its neighbors. At Vigeo, Peebles does research and analysis on the world's largest companies, measuring and rating their environmental and social performance for organizations seeking more ethical ways to manage their investments. He's a huge fan of critical thinking and pain au chocolat.*

A little boy wants to be President one day. What will he have to concede to be French enough?

Peebles Squire

Lettre d'une stagiaire

par Ashley Koerner (éducation internationale)

Ashley Koerner a fait son stage cet été à l'Institut Supérieur de l'Aéronautique et de l'Espace, à Toulouse, comme coordinatrice dans leur programme d'été GEA. Elle s'est occupée en partie de la coordination des étudiants en visite d'écoles d'ingénieurie américaines.

Le baptême de feu. C'est souvent la meilleure façon d'apprendre. C'était le cas pour les étudiants américains venus à Toulouse pour le GEA Summer Program. Avec le GEA Summer Program, ils ont eu l'occasion de visiter des entreprises puissantes comme Airbus et Eurocopter, SAFRAN et LIEBHERR, ainsi que de voyager à d'autres villes—comme Marseille, Aix-en-Provence, Bordeaux, et Arcachon. C'est un programme résultant d'un accord entre l'Institut Supérieur de l'Aéronautique et l'Espace (ISAE), l'Ecole Nationale de l'Aviation Civile (ENAC), et l'Ecole Nationale Supérieure de Mécanique et Aérotechnique (ENSMA). Ces étudiants suivent des cours de « Survival French », en conjonction avec leurs cours d'ingénierie. Ils écrivent des rapports à propos des visites techniques et culturelles, et ils passent des examens hebdomadaires. C'est vraiment un programme chargé, mais aussi une expérience extraordinaire.

Ils ont gagné cette expérience rapidement. Je me rappelle du jour de notre visite à Eurocopter en Marignane. Le groupe était à Marseille, pour rencontrer la vie marine et une culture très différente de celle de Toulouse. Un étudiant, voulant acheter des souvenirs avant de quitter la ville, a décidé de louer un vélo à 7h du matin, pour aller en ville… sans rien dire à personne. A 9h, quand on devait partir pour Marignane, il m'a appelée : il n'avait pas pu garer le vélo parce que les stations étaient toutes complètes. Il est arrivé à l'hôtel avec le vélo.

D'un côté, c'était une situation très embêtante : on était déjà en retard pour la visite. Mais c'était aussi marrant… on ne savait pas quoi faire, sauf prendre le vélo avec nous. Mais il l'avait loué avec la carte bancaire d'un autre étudiant… Après une quarantaine de minutes, un travailleur de la compagnie des vélos est arrivé et on lui a laissé le vélo. On est monté dans le bus rapidement, pour rentrer sur l'autoroute au même moment d'un embouteillage. On était très en retard pour la visite à Eurocopter, mais nos animateurs étaient sympathiques. En fait, c'était la meilleure visite qu'on a eue, et les étudiants avaient honte d'être en retard. Après cette gaffe, ils m'ont suivie comme des canetons—voilà comment je suis devenue *Maman Canard* parmi mes collègues.

J'aime bien mon travail. J'aime comment il a évolué si rapidement. J'aime comment les étudiants—même s'ils se plaignent toujours de tout et de n'importe quoi—me disent aussi combien ils sont contents d'être en France, d'avoir fait la décision de participer à ce programme, et d'avoir eu l'occasion de créer de beaux souvenirs. Je suis aussi contente d'avoir un groupe d'étudiants si respectueux des Français, si intéressés à apprendre la vie et la culture françaises, et si amicaux entre eux…

C'est aussi une belle expérience pour moi. Je m'occupe des étudiants dès le lever du soleil et bien après qu'il se couche. Je réponds à leurs questions, je passe le temps avec eux en prenant un café ou un verre de vin, ils plaisantent avec moi, et ils se fient à moi. J'agis comme la liaison entre les étudiants, leurs professeurs et mes collègues. Si les étudiants ont un souci, je l'améliore autant que possible. Dans l'autre sens, s'il y a un souci de la part de mes collègues, je réagis de manière similaire.

Je suis tellement chanceuse d'avoir eu cette expérience. Comme j'aimerais être coordinatrice d'échanges à l'avenir, être stagiaire à l'ISAE pour le GEA Summer Program est une bonne introduction au quotidien vécu par les coordinateurs. Je ne m'ennuie jamais ni de ce stage ni du travail. Chaque jour est différent, présentant des situations diverses et intéressantes.

Ashley

Je suis tellement chanceuse d'avoir eu cette expérience. Comme j'aimerais être coordinatrice d'échanges à l'avenir, être stagiaire à l'ISAE est une bonne introduction au quotidien vécu par les coordinateurs.

Book Review: White Poverty in American Culture

By Jordan Milliken

LAURENT, SYLVIE. *Poor White Trash: La pauvreté odieuse du Blanc américain.* Paris: Presses Université Paris-Sorbonne, 2011. ISBN 978-2-84050-769-7. 308p. 18€.

Although income disparities have long existed in America, Sylvia Laurent posits in a new book, *Poor White Trash: La pauvreté odieuse du Blanc américain,* that race and class are inextricably intertwined in our society. Her research traces the depiction of "poor white trash" from *Tom Sawyer* to Eminem, arguing that since the 1800s the white bourgeoisie has racialized poor whites to avoid the embarrassment of such an aberration. The failures of poor whites, Laurent argues, represent the collapse of a "population *racialement* destinée à prospérer"(8), and thus their whiteness is questioned.

Laurent's most compelling argument centers around Harper Lee's novel *To Kill a Mockingbird*. Universally praised as a liberal vision of southern politics, Laurent advances a new reading of the novel, revealing an entrenched social stratification dividing white society into the middle class and two subsystems: good country people and white trash. The latter are incorrigible, their skin color depicted as "dirty" or "tinted" (15). In the book, the Ewell "clan" (a term ethnicizing their whiteness) refuses to be "civilized" (113). Unlike the black families, represented by the sympathetic defendant Tom Robinson and the literate nanny Calpurnia, the Ewells see no value in adapting to the town's expectations. Although the book portrays the black community as willing to integrate, the poor whites, the *trash*, blemish the society. Because they are white, and historically expected to be "sovereign," they must be dismissed—or, in the climax of Lee's novel, condemned.

While France has its own history of social divides, many French view the cleavages in American society as hypocritical. America claimed to establish a new social and political order, one that would serve as a moral model to other

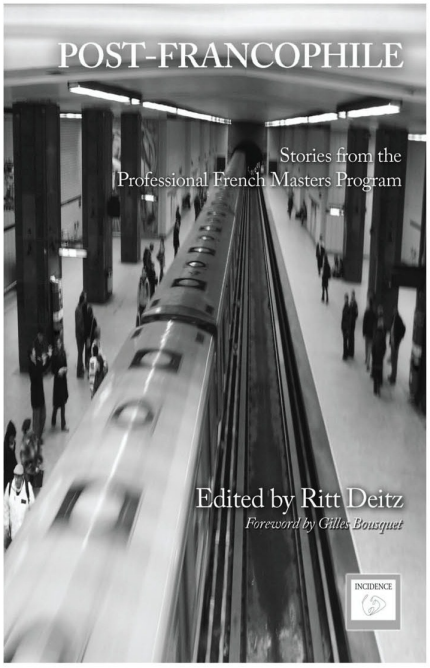
(continued on page 15)

Some French majors don't want to teach.
So what do they do with their French?

Find out.

"Exactly the type of text we need to really show how relevant studies in French can be."
-John P. Greene, Professor of Classical and Modern Languages
University of Louisville

"I opened *Post-Francophile* this evening after dinner thinking I would just read an article before putting my kids to bed, but I couldn't put it down and ended up reading it cover to cover. With the current discussion about the crisis in foreign language education in the United States and all of the obstacles that French educators are facing, it was refreshing and uplifting to read these stories that clearly show that the study of French is alive and well.
-Molly Krueger Enz
Assistant Professor of French
South Dakota State University



POST-FRANCOPHILE
Stories from the Professional French Masters Program
Edited by Ritt Deitz
Foreword by Gilles Bousquet

INCIDENCE

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International Development: Networking in Geneva

by Kristi Sandven

Kristi Sandven (international development) has presented her master's project; her degree is slated for this December. She currently lives in Oslo, Norway.

While still interning last April, at ProAct Network in Geneva, she emailed PFMP Executive Director Ritt Deitz with an update on the networking and professional development she had been engaging in, at conferences and outside of her internship. PFMP alumni regularly advise current students to network in this fashion—both while on campus and while interning—as a way to make themselves more marketable and to learn the latest developments in their fields.

I have done a little research at ProAct on women and participatory development with the idea in mind that I might write a short addendum to our foundation document on CEAPs (community environmental action plans) about how we approach gender issues in our work.

I just got back from a successful afternoon of networking spent in Geneva. I made an appointment for this afternoon to with to meet with the statistical analyst and research director of the Small Arms Survey.

I met this analyst at the GIS conference I attended at the World Meteorological Organization a few weeks back in Geneva. I followed up with him, and he invited me to come down to their office for a chat. I was specifically interested in the research they do on violence against women and ways in which gender plays a role in their surveys.

I have done a little research at ProAct on women and participatory development with the idea in mind that I might write a short addendum to our foundation document on CEAPs- community environmental action plans- about how we approach gender issues in our work. It is easy to idealize development projects that are locally focused or women focused, without mentioning the potential pitfalls and obstacles- creation of tension, conflict in patriarchical societies, putting the women´s lives at risk even.

The research director seemed to mirror my observations about the difficulties and risks that may arise in actively including women in development projects. She finished the conversation by inviting me to write something about my research for one of their publications!!!

Even though what ProAct is looking at is more women´s role in natural resource management rather than violence against women, I think there could be some interesting overlap! For example- if it is the role of women to gather firewood from the local forests and to fetch water, they may be putting their lives and bodily integrity in harm's way.

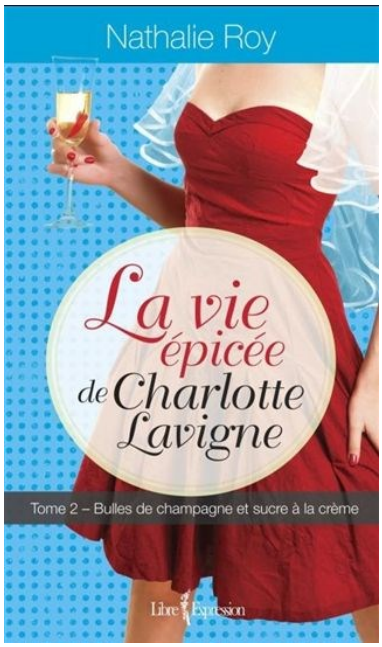
Feeling like I was on a roll, I made my way next to the international headquarters for WILPF, the Women´s International League for Peace and Freedom. Their office is located right next to the UN, and near the UN refugee agency. I didn´t have an appointment there, but at the first conference I attended here in Geneva, which they sponsored on disarmament, they invited me to stop by and "say hello." Had a nice chat with one of their staff members who I had met at the conference—Swedish girl. The Secretary General, whom I had met at the conference, was unfortunately out of town, on some business in Turkey. (If you get a chance to see the film *Whistle Blowers*, about the war in Bosnia, one of the characters in the movie plays her—her name is Madeleine Rees.) Anyway, I gave the girl who I talked to today one of my business cards, and she promised to get back in touch with me about an event that WILPF is organizing in June here in Geneva that I could potentially attend.

Next networking event is a 2-day conference that the UK-based Shelter Centre is organizing here in Genev,a together with the Norwegian Refugee Council, in late May. The NRC does a lot of good work with transitional shelters in the context of refugee camps...

Kristi

Book Review: La vie épicée, partie deux

by Karen Tubb



ROY, NATHALIE. *La vie épicée de Charlotte Lavigne. Tome 2 : Bulles de champagne et sucre à la crème.* Montréal : Libre Expression, 2012. ISBN 9780207648-0592-3. 394p. 24.95 $CAN.

Imagine a character, quirky like the heroine in *Bridget Jones's Diary,* who loves to cook and is usually good at it, and you will have the essence of Charlotte Lavigne. Add a few friends, a dash of work drama, a smattering of culinary successes and failures, a lovely Frenchman named Maximilen (aka Maxou), a romance that goes from hot to cold to hot again, and you'll have the first book in a nutshell. At the end of the first book, Maximilien proposes to our protagonist and leads us to a seemingly happy beginning in the second book.

This book—*Tome 2*—starts with the dramatic, and controversial, planning and actual performance of Charlotte and Maxou's wedding in Quebec, which is documented at every stage by the television show Charlotte works for. Despite numerous indications that the wedding will be a disaster, it goes off without a hitch and both bride and groom are happy.

Soon after, Charlotte and Maxou leave for Paris, where Maxou works and where they will live as a newlywed couple. However, Charlotte has no job prospects, friends or family and has sacrificed all to be with Maxou there. In the interim, there are tense, even infuriating, moments between Charlotte and others in her life. There is her best friend Ugo, who visits from Quebec with unsettling news. There is Maxou's mother, Victoria, who makes passive-aggressive behavior seem like an art form. There is

Continued on page 13

YOUR TAX-DEDUCTIBLE GIFT SUPPORTS PFMP STUDENTS

The generosity of PFMP alumni and other donors has allowed us to create important scholarships for PFMP students. These gifts directly help our students defray important living expenses, both in Madison and while they do their internships abroad.

EVEN SMALL GIFTS COUNT

Here is what some smaller gifts, all by themselves, can buy for a PFMP student:

$50 copies of *Pour une entreprise responsable* and *La logique de l'honneur* for the PFMP professional communication course

$100 2 round-trip *Intercar* bus fares from Montreal to Quebec City

$150 TGV fare from Paris to Brussels (round-trip), to attend an EU networking event

$250 the remainder of Madison-Paris internship airfare, after the PFMP travel stipend

$1000 a new laptop for work on that Professional Portfolio

DONATE ONLINE. It's easy—go to https://secure.supportuw.org/MultiPage/processStep1.do, **and make sure to type "Professional French Masters Program Support Fund" in the "Designation" box.**

TO MAKE A GIFT BY CHECK: please make your check payable to the University of Wisconsin Foundation, write "Professional French Masters Program Support Fund" in the memo line and send to:

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P.O. Box 78807
Milwaukee, WI 53278-0807

Current Students & Alumni

Jamie Adler (éducation internationale) a obtenu son B.A. en français à l'UW-Madison en 2009. Elle a fait deux séjours en France, d'abord en tant qu'étudiante et ensuite assistante d'anglais suivant son B.A. Elle aimerait aider les gens à découvrir le monde.

Chris Beaver (MFS 2005, EU affairs, PFMP Honorary Fellow 2011) has finished five years as PFMP internships liaison, passing that role to program alumna **Mandi Schoville** (MFS 2005, international education). Chris works at Trek Bicycle, in Waterloo, Wisconsin, in the international department. After several years working with distributors in Eastern Canada, then Northern Europe and Southern Africa, Chris currently works with central and eastern European bicycle distributors from the Czech Republic to Russia and Kazakhstan. In July 2012, he traveled to the annual Trek World Europe trade show in Frankfurt, Germany where he met with his new customers. In his free time, Chris continues his volunteer work as Scoutmaster of Boy Scout Troop 29 in Madison, WI.

Katrina Brown (éducation internationale) est actuellement stagiaire au sein du Service des Partenariats Internationaux à l'ESCP Europe, une grande école de commerce à Paris où 50% des étudiants viennent de l'étranger.

John Brunner (MFS 2012, business) has been hired as an International Communications Assistant at the Paris office of the Bureau Export de la Musique Française, where he recently completed his PFMP internship. He will be coordinating and managing English content for http://www.french-music.org.

Rachael Cooper (Certificat, développement international) a obtenu son diplôme en français et psychologie à l'UW-Madison en 2010, après quoi elle a travaillé dans la levée de fonds pour les personnes vivant avec le VIH / SIDA au Wisconsin. Elle s'intéresse particulièrement à la propagation courante du VIH / SIDA. À l'avenir, elle voudrait travailler dans le développement de programmes de prévention et d'éducation au niveau mondial.

Sarah Craver (MFS 2012, media/arts/cultural production) is an Admissions Counselor for SIT Study Abroad at World Learning in Brattleboro, Vermont, where she specializes in SIT programs in Switzerland and parts of Asia. She is "thrilled to be putting her French to use at this position" and is very excited about the many opportunities offered by the company, including world travel, professional development, and the chance to experience fall in New England after a four-year hiatus.

Nicole D'Amour (MFS 2004, international development) received her MBA from the University of Wisconsin - Parkside in May. She currently works at CNH Capital, a captive finance company, as a Commercial Lending Portfolio Manager for Canada.

Karen Dawes (MFS 2005, international development and PFMP Honorary Fellow, 2009) is now Senior Pricing & Cost Officer at PSI, a global health organization in Washington, D.C.

Caity Dawson (éducation internationale) a obtenu son bachelor en français à Muskingham University en 2005, après quoi elle a travaillé comme assistante d'anglais à l'IUT de Nice (France). Suivant son année d'assistanat, elle a travaillé cinq ans comme gérante de bureau chez un importateur de vins français et italiens dans la région de Washington, D.C. Depuis son premier séjour en France, lors de ses études sous-graduées, elle s'intéresse aux échanges internationaux et aux bénéfices qu'ils apportent aux participants. Elle voudrait travailler dans ce domaine suivant son master au PFMP.

Rosemarie (Scrivo) Freeman (Certificate 2002, education) and her husband Matt are proud to announce the arrival of their baby daughter, Claire Adele, born June 14, 2012. She joins older brother Dominic Wesley (age 2). The Freemans live in Wheaton, IL.

Laura Gross (MFS 2012, media/arts/cultural production) has published a review essay of Agnès Varda's films *Les glaneurs et la glaneuse* (2000) and *Les plages d'Agnès* (2008), in the "Films for the Feminist Class-

(Continued on page 11)

While still a PFMP intern at the Centre Choréographique National d'Orléans, Sarah Craver was interviewed by Edith Magazine, in a piece on her work at the CCCN. (photo Edith Magazine)

Laura Gross has published a review essay of two Agnès Varda films in the spring issue of the feminist journal Signs: Journal of Women in Culture and Society.

Laura Gross (right), with UW-Madison film professor Kelley Conway (left) and filmmaker Agnès Varda (center), in Noirmoutier (June 2012).

Beyond the Classroom

Selected recent events on campus

Marketing Your Language Skills. An interactive workshop. Advance sign-up required. *Wendy Johnson* and *Michael Kruse*, UW-Madison Language Institute.

Chimère Diaw, Directeur général, Réseau Africain des Forêts Modèles (Yaoundé, Cameroun), sur la biodiversité et les initiatives du RAFM. (Conférence en français). Professional French Masters Program.

An Evening with *Paul Farmer*. Global Health and Social Medicine, Harvard, U.N. Deputy Special Envoy for Haiti, Founding Director of Partners in Health, and author.

Déjeuner du printemps PFMP.

Madison World Music Festival. Three days of performances, workshops, and lectures by artists from all over the world.

Multicultural Career and Internship Fair. Sponsored by L&S Career Services.

International Internship Info Session. Sponsored by International Studies.

La reproduction des élites et la peur de l'échec. *Mamadou Gaye*, Agence Nouvel Cour, Paris, France. Sponsored by the Professional French Masters Program.

Struggling for Inclusion, Mobilizing Across Differences - Coalitions and Networks for Gender Equality in the European Union. *Silke Roth*. Sponsored by European Union Center of Excellence.

Global Hip-Hop Nation Language: Race, Métissage and the Semiotic of Globalization. *Awad Ibrahim* , University of Ottawa. Part of the Cosmopolitanism and Language lecture series.

Le conseil d'orientation professionnel au Cameroun. *Sophie Mbenoum,* Sous Directeur de l'Orientation Professionnelle, Ministère de l'emploi et de la formation professionnelle, République du Cameroun.

Causerie avec rappeur "sénéquéb" Webster. Originaire du Québec, d'origine québéco-sénégalaise, le rappeur Webster raconte le Québec black.

ONGOING

Africa at Noon Series. (Weekly presentations on African phenomena, current and historical, by scholars from all over the world.)

DINERS PUBLICS le mercredi à la Maison Française (appeler 262–5074 pour réserver une place).

DEJEUNERS PUBLICS le vendredi à la Maison Française (appeler 262–5074 pour réserver une place)

French, "Café et Conversation" All levels. Michelangelo's Coffee Shop, 114 State St . Thursdays, 7:00 - 8:00 pm . 256-1113.

French "Vin et Conversation." Monday evenings, 7-9pm. Barriques, 127 W. Washington Ave.

Weekly WUD Global Connections Committee Meetings . Get involved in planning international and multicultural events. Sponsored by the Wisconsin Union Directorate.

The UW-Madison *Maison française* on the shores of Lake Mendota, where PFMP students may live alongside other francophones, including native speaking assistants. Many French-language program events take place here.

In addition to a full schedule of courses, PFMP students attend activities , lectures, and other "networking events," both on campus and abroad.

UW-Madison offers hundreds of talks and events every semester. Most events are free and open to the public.

Chimère Diaw à Madison

Militante anti-raciste Rokaya Diallo au PFMP

Diallo nous a donné sa perspective sur la « diversité républicaine »

MADISON—La journaliste et militante anti-raciste française, Rokhaya Diallo, a visité le campus de l'UW-Madison le 4 octobre, où elle a donné une présentation appelée « La diversité républicaine ». Connue surtout d'avoir fondé le groupe anti-raciste *Les Indivisibles*, Diallo est aussi membre actif du groupe anti-sexiste *Mix-Cité,* chroniqueuse à *La Matinale*, une emission d'informations sur Canal +, et à la radio.

C'est aussi l'auteur, entre autres, de *Racisme mode d'emploi.*

Dans son intervention, Mme Diallo a parlé de diverses initiatives prises par les Indivisibles,

Rokhaya Diallo (photo boytownmag.com)

telles que les "Y'a bon awards." Cet événement annuel, qui a pour nom le fameux (ancien) slogan de la marque de chocolat *Banania,* donne un prix aux "plus grands racistes de l'année"—prenant comme cible surtout des personnalités politiques et médiatiques françaises.

Diallo semblait heureuse d'avoir pu intervenir sur notre campus, ce lieu si habitué au dialogue et aux controverses.

Elle a aussi discuté de phénomènes sociaux français qui intéressent depuis plusieurs années les étudiants et anciens élèves du PFMP, ainsi que les plus avancés des étudiants de premier cycle qui formaient aussi une bonne partie du public ce jour-là. Ce sont des sujets comme l'interdiction de la prise des statistiques ethniques, le *testing* pour lequel est connue l'organisation S.O.S. Racisme, et la loi sur la laïcité de 2004, qui interdit le port de symboles ostentatoires—tel que le foulard islamique—dans les écoles publiques.

Suivant les questions du public, Diallo s'est concentrée sur certaines nuances distinguant l'approche des Indivisibles—et en général sa propre philosophie vis-à-vis du préjugé et de l'identité nationale. Par exemple, selon Diallo, tout en travaillant avec S.O.S. sur certains projets, les Indivisibles ont des tendances moins "républicaines" que S.O.S., qui, elle, reste contre la prise des statistiques ethniques dans la documentation et la recherche officielle. Les Indivisibles, d'après Diallo, seraient plutôt favorables à cette approche.

Elle a aussi cité Hamou Bouakkaz, adjoint au maire de Paris et auteur l'an dernier du livre *Aveugle, arabe et homme politique : cela vous étonne?* Pour illustrer sa critique de ce qu'elle a appellé « l'islamaphobie » qu'on trouve parmi les intellectuels de gauche en France—surtout en ce qui concerne la laïcité en général et la polémique du foulard chez les filles en particulier—Diallo a cité le titre d'un des chapitres du livre de « son ami » Bouakkaz: « La droite n'aime pas les Arabes, et la gauche n'aime pas les musulmans ». Selon Diallo, cette idée drôle (et, pour certains, un peu surprenante ou du moins nouvelle) pourrait être formulée d'une manière encore plus simple: *la droite n'aime pas les étrangers, et la gauche n'aime pas la religion.* Au milieu : des millions de Français issus de l'immigration maghrébine…

La visite de Diallo au PFMP a constitué la dernière étape d'une petite tournée qu'elle a faite cet automne au Etats-Unis. Suivant des présentations à Washington et à Chicago, Diallo est venue à l'UW-Madison le jour de la visite du Président Obama, l'obligeant à modifier un peu le programme qu'on lui avait organisé au début. Drôle de coïcidence , étant donné que sur la page Facebook du PFMP, un des détacteurs de Diallo l'avait accusée quelques jours auparavant d'être « financée par une fondation américaine, tout le monde le sait ». A la fin, en nous quittant pour rentrer à Paris, elle semblait heureuse d'avoir pu intervenir sur notre campus, ce lieu si habitué au dialogue et aux controverses. (RD)

Current Students & Alumni

(Continued from page 8)

room" section of the spring/summer 2012 issue of *Signs: Journal of Women in Culture and Society.* Gross, who did her PFMP internship at Varda's film production company in Paris, is currently working with UW-Madison film professor Kelley Conway on a book about Varda's career.

Bryan Hammerquist (MFS 2011, business) is a senior customer operations analyst at SPS Commerce, a provider of on-demand supply chain management solutions based in Minneapolis, MN, where he interacts with francophone and anglophone customers from Canada and the US.

Amanda Hill à Québec cet été

Michelle Harrison (MFS 2009, media/arts/cultural production) works at the Délégation du Québec à Chicago, where she has left her position as assistant to the director of Investissement Québec in Chicago to work as a research assistant in the Delegation's economic affairs team.

Ashley Herrick (business) is currently interning at Express Conseil, a communications and tourism consulting firm in Paris.

Diplômée de Kalamazoo College en français et en psychologie en 2011, **Lauren Herzog** (développement international) vient de commencer son deuxième semestre au PFMP. Elle a passé l'été 2012 à l'University of Florida African Languages Initiative, où elle a continué ses études de la langue wolof. Cet hiver, elle aimerait faire son stage au Sénégal dans une organisation qui promeut les langues nationales sénégalaises.

Amanda C. Hill (MFS 2011, média/arts/production culturelle) a reçu une bourse, du gouvernement québécois, qui lui a permis d'étudier la culture québécoise et la didactique du français langue étrangère à l'Université Laval, à Québec. Elle y a fait un stage pendant le mois de juillet 2012. Elle est actuellement professeur de français à Central High School à La Crosse (Wisconsin).

Leah Johnson (business) a obtenu son B.A. en sciences économiques, avec une sous-spécialisation en traduction française, à DePaul University (Chicago) en 2011. Suivant ses études, elle a travaillé comme assistante d'anglais à Bergerac, en France, puis comme stagiaire en marketing pour le Canadian Pacific Railway à Chicago. Elle se spécialise en marketing international et aimerait travailler pour une entreprise culturelle.

Melanie Kathan (business) a obtenu son B.A. en français et en littérature anglaise à Lawrence University en 2009, après quoi elle a passé deux ans à Bordeaux—d'abord, en tant qu'assistante d'anglais à l'école primaire Jean Jaurès, et ensuite comme fille au pair. Elle s'intéresse particulièrement aux organisations qui promeuvent les arts en France.

Ashley Koerner (international education) did her PFMP internship this summer at the GEA Summer Program, at the Institut Supérieur de l'Aéronautique et de l'Espace, in Toulouse, France.

Annick Kiel (MFS 2004, international education) has been named PFMP Honorary Fellow for 2012. She is Assistant Director for Drake Administered Programs Abroad at Drake University in Des Moines, Iowa.

Kirsten (Holdwick) King (MFS 2009, international education) now works at Metropolitan State University of Denver, as an International Admissions & High School Outreach Counselor. She lives with her husband, Jake, in Boulder, Colorado.

PFMP intern Ashley Koerner (front, left), coordinating international students in the GEA Summer Program in Toulouse, France, this summer

PFMP students discuss sustainable forest management in central Africa, at the Maison française (spring 2012)

Patrick Malarkey (international development) is interning at AZUR Développement, an NGO devoted to improving the lives of women and children, in the République du Congo, in Brazzaville.

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Current Students & Alumni

(Continued from page 11)

De retour de son stage comme assistant de marketing à Efficience3, à Reims (France), **Jon Lipp** (certificat 2012, business) travaille maintenant comme programmeur à Wells Fargo Home Mortgage à Minneapolis.

Patrick Malarkey (international development) is currently interning at AZUR Développement, an NGO devoted to improving the lives of women and children, in the République du Congo. Based in Brazzaville, he hopes to work for a humanitarian organization in Subsaharan Francophone Africa following completion of his degree this December.

Le PFMP au printemps 2012, en cours de communication professionnelle.

Megan Maley (MFS 2005, European Union affairs) has left her post at Nike in London and has been promoted to Women's Retail Buying Director for all Nike stores in Western Europe. She lives in Amsterdam. Even though it is in the Netherlands, Megan's new team is "about 85% French: " In our Women's Senior Leadership team, the Sales Director, Marketing Director, Operations and Finance Directors are all French!" she wrote. "Who would have thought?"

Mariam Masroor (Certificat, développement international) a obtenu son diplôme en français à l'UW-Oshkosh en 2012. Elle s'intéresse particulièrement à l'expérience des immigrés dans le monde francophone.

Jackie Mauer (international development) came to the PFMP with several years of teaching experience in Wisconsin. She is currently interning at Prosjekt Haiti, an organization creating income-generating activities for women and education programs for women and children in the Delmas area of Port-au-Prince. There she applies her previous experience to a new setting, especially in working with Haitian teachers and pupils to strengthen their adult women's literacy program.

Erin Murphy (business) a obtenu son B.A. en français et anglais à Loyola University Chicago. Après quelques années au Consulat Général de France à Chicago et chez Pierre-Yves Rochon, un bureau d'architecture intérieure français, elle a changé de métier et travaille maintenant chez Tiffany & Co. Elle s'intéresse à la gestion dans le cadre des produits de luxe et au branding.

Kristen Murphy (MFS 2008, EU affairs) is Social Media Manager and Wine Consultant at the Wine Library, in Springfield, NJ, where she specializes in wines from Languedoc, Roussillion, Savoie, Jura, Provence, Southwest, Alsace, and Loire in France, as well as German and Austrian wines.

(Continued on page 14)

Jennifer Schueneman and Cameroonian musician Just Wôan at the Francofolies de Montreal this summer. While interning at Arion, Jen wrote a blog about the hip-hop scene in Montreal.

Kelley Swanlund (international education) is currently interning in Bordeaux at Europe-Education-Formation-France (2e2f), the French National Agency for Lifelong Learning and Student Mobility.

Executive Director *(continued from page 3)*

and continues to enrich the value of this unique and interdisciplinary master's degree in French. Meanwhile, the University of Wisconsin-Madison's large and diverse campus remains creative in the face of the crisis facing both the humanities and public universities in general. Madison remains one of those hubs of innovation that visiting French people also often refer to as both exciting and, with some surprise in their voice, "une ville à taille humaine."

We remain excited about new partner organizations who have begun taking our interns in all concentrations. Among them are the Centre International de Langue Française d'Annecy, in the French Alps, and Congolese women's-advocacy NGO Azur Développement. That organization's founding executive director, Sylvie Niombo, will visit us this fall. Her visit comes on the heels of another Central African visitor, Dr. Chimère Diaw of the Réseau Africain des Forêts Modèles in Cameroon. PFMP student Mike Bradbury was just our first intern there (see "Current Students and Alumni"), and the RAFM has also entered into partnership with the larger university, involving students and scholars in forestry, botany and wildlife ecology. The PFMP is proud to continue its work at the forefront of these kinds of projects, since, for us, their end goal is that ever-expanding realm of professional possibilities for our students who have come here to use their French to build interesting careers.

Just ask our alumni.

Book Review: Paris, Study Abroad, and Famous Americans

by Julia Grawemeyer

Kaplan, Alice. *Dreaming in French: the Paris Years of Jacqueline Bouvier Kennedy, Susan Sontag, and Angela Davis.* Chicago and London: University of Chicago Press, 2012. ISBN 978-0-226-42438-5. 289p. $26.

Over three sections, Kaplan intimately relates the Paris study abroad experiences of three famous American women, spanning the period of post-German occupation (when Kennedy arrived) through the loss of Algeria (complete by the time Davis left). Reading Kaplan's portraits of these women was like reading some of my own experience abroad. I thought of Jacqueline Kennedy's feeling that "mastering French gave [her and her classmates] an almost religious sense of mission"(29), or of Susan Sontag's extensive vocabulary lists in countless notebooks centered on her life in Paris(101), or of Kennedy's observation about "the marvelous way that French had doubled her life"(73).

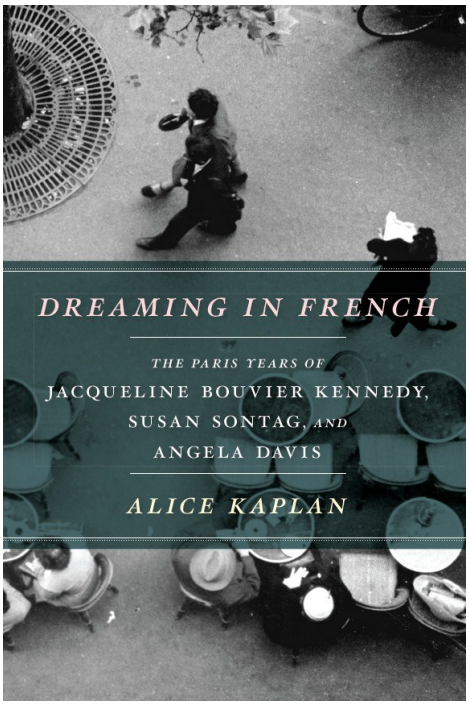
This book is as much a historical reflection as a linguistic and cultural one; Kaplan has a keen eye for interesting contrasts. During Davis' year in Paris in 1963, for example, Algeria was moving towards independence. That year, Kaplan observes, African workers were diversifying Paris, while "the architectural face of Paris was getting whiter"(153). Kaplan also makes smart connections between the predominant French canons of philosophy, literature and politics of the time.

When these three women studied in France, Kaplan notes, they were much more independent(28), without the technologies—like Skype, text messaging and email—that allow students studying abroad today to live simultaneously in France and back at home. However, as those of us who have studied a foreign language know, when doing that kind of cultural and language learning, we remain separate in a sense, whether we are "plugged in" or not. In the book, photos of Kennedy show her with her new French friends; she is with them but, as Kaplan notes, still seems separate from them(30).

Whether they imagine a place in Francophone Africa, Quebec or France, PFMP readers might recognize themselves in Susan Sontag's description of Paris as "the alternative capital of [her] imagination"(139). Like these women, PFMP students and alumni—and most students of travel— have learned a lot "by comparison, and by contrast with their lives at home"(228).

Kaplan notices that each of these women left Paris with a clearer sense of what mattered. This is also true for many of us who have lived in the Francophone world. We left knowing what we could leave behind, and what we had to keep learning about.

As Kaplan illustrates each woman's life in Paris, she signals when their stories brush up against each other. The reader gets the sense that, although these women were there at different times, they nod to one another, having shared both the streets of Paris and the pages of Kaplan's book.



Julia Grawemeyer *(MFS 2008, media/arts/cultural production) currently teaches French at Otterbein University and ESOL at Columbus State Community College in Columbus, Ohio. Her translations of Tahar Ben Jelloun's 2010 book* Jean Genet, menteur *sublime appeared recently in the Kenyon Review.*

Karen Tubb

Charlotte *(continued from page 7)*

Maxou's teenage daughter, Alixe, who is impressionable and easily manipulated by her grandmother Victoria. The first year of marriage for Maxou and Charlotte is turning out to be anything but a honeymoon. Charlotte struggles to find her place in Paris and in Maxou's life.

This continuation of the "spicy life" of Charlotte Lavigne imagines life in France through the eyes of a Québécoise. It's a fun, easy read for students of French. Also, the problems Charlotte faces can seem very real for anyone adjusting to life in a new country.

Some of the best moments in the books are the comparisons between life in France and life in Quebec. Finally, and perhaps the most interesting aspect, is the novel's plethora of French Canadian expressions.

A high school French teacher for many years, ***Karen Tubb*** *(MFS 2011, education) did her PFMP internship at Montreal international film collective KINO'OO. Tubb is currently an instructor of French at Centre College in Danville, Kentucky.*

Current Students and Alumni (continued from page 12)

Laura Paris (MFS 2011, international education) is a study abroad advisor at the University of Georgia in Athens.

Nicole Udriot (business) is currently interning at Omnivore, the international gastronomy group in Paris.

Elizabeth Wautlet (media/arts/cultural production) works for Morgane Production in Paris. This fall she will act in a series of plays based on the stories of Edgar Allen Poe.

Emily Ostenson (MFS 2013, International Education) is interning this fall at CILFA, a French language school in Annecy, France. In addition to assisting the office with special projects, she also gives private lessons and accompanies the students on excursions throughout the region.

Laura Paris (MFS 2011, international education) is a study abroad advisor at the University of Georgia in Athens.

Megan Pashkevich (business) a obtenu son diplôme à l'University of Minnesota-Twin Cities en 2009. Après avoir enseigné l'anglais langue seconde à des immigrés et des réfugiés à Minneapolis, elle a travaillé deux ans à Epic Systems, une société de logiciel médical dont le siège se trouve à Verona (Wisconsin). Elle s'intéresse aux marchés internationaux de produits alimentaires, et en particulier du vin.

Elena Potanos (international development) is currently interning at the Réseau National des Associations de Tantines, in Yaoundé, Cameroon. RENATA's mission focuses on educating the Cameroonian public at large, especially young mothers, on sexual and reproductive health, sexual violence, and hygiene.

Katie (Emrich) Sankey (MFS 2009, international education) got married in April and currently lives in Minneapolis. Upon moving north last summer, her job as an Admissions Counselor for UW-Madison followed her; she is now a Regional Counselor for UW-Madison in the Twin City Metro area.

Jennifer Schueneman (éducation) a fait son stage PFMP à Montréal cet été, au sein d'Arion Orchestre Baroque.

Peebles Squire (développement international) fait actuellement son stage à Vigeo, une agence de notation extra-financière spécialisée en responsabilité sociale de l'entreprise (RSE) et en investissement socialement responsable (ISR). Vigeo se trouve à Bagnolet, en banlieue parisienne.

Kelley Swanlund (international education) is currently interning in Bordeaux at Europe-Education-Formation-France (2e2f), the French National Agency for Lifelong Learning and Student Mobility.

Natalia Swerchowsky (MFS 2010, business) works for Longbow Research (Cleveland, OH), where she has been promoted. She now manages Longbow's international team.

Nicole Udriot (business) is currently interning at Omnivore, the international gastronomy group based in Paris.

Jessica Warmington (business) a obtenu ses B.A. respectivement en français et musique, avec des certificats en business et études européennes, à l'University of Wisconsin-Madison en 2010. Elle a travaillé deux ans par la suite, comme assistante d'anglais aux écoles primaires La Marianne et Jacques Prévert à Bruges (à côté de Bordeaux) et aux écoles primaires Édouard Herriot et Édouard Lacour à Agen. A l'avenir, elle s'intéresse à créer une école de langues.

Elizabeth Wautlet (media/arts/cultural production) works for Morgane Production in Paris. She was Assistant Production Manager for the film *Walk Away Renee* by Jonathan Caouette and for the documentary *Jonas Mekas: I am not a Filmmaker*. Elizabeth is involved in theatre in Paris and has performed at Shakespeare and Co. and at Le Pavé d'Orsay. This fall, she will act in a series of plays based on the stories of Edgar Allen Poe. Her translation of an article on The Moscow Art Theatre will be published by Routledge in 2013.

Susan West (MFS 2012, international education) has recently joined the International Partnerships Depart-

(continued on p. 15)

News: Faculty, Staff, Partners, & Friends

UW-Madison Dean of International Studies, Vice-Provost for Globalization and PFMP faculty co-director, **Gilles Bousquet**, is serving as Interim Chancellor this year at the University of Wisconsin-Eau Claire.

Kelley Conway, Associate Professor in the Communication Arts, gave a talk on filmmaker Agnès Varda in June 2012 at the colloquium "Contemporary French Cinema and the Crisis of Globalization" in Missillac, France. She also conducted research at Varda's production company in Paris with the assistance of **Laura Gross** (MFS 2012, media/arts/cultural production).with whom Conway traveled see Varda's latest multi-media installations in Nantes, part of a city-wide art exhibition entitled "Voyage à Nantes."

Rodopi has just published *Témoignages fictionnels au féminin : une réécriture des blancs de la guerre civile algérienne,* by UW-Madison Assistant Professor of French **Névine El-Nossery.**

PFMP Executive Director **Ritt Deitz** is currently editing a book of essays by PFMP alumni, about moments when they realized that the « monde francophone » was not exactly what they had previously expected. Titled *Francophonia,* this book will be published by Incidence Editions in 2013. Deitz's collection of French-language short stories, *Rêver local,* is also due out next year.

Lovasoa Rambaorisata (Visiting Assistant Professor of French and Business, UW-Madison, printemps 2012) est maintenant professeur en responsabilité sociale, engagement des parties prenantes et nouveaux médias, au Département de stratégie, responsabilité sociale et environnementale de l'Université du Québec à Montréal. A l'UQAM, ell continue à être associée à la Chaire de responsabilité sociale et de développement durable et la Chaire Ivanhoé-Cambridge en immobilier.

Current Students and Alumni *(continued from page 14)*

ment at ESCP Europe, a business school in Paris, and currently works with outgoing exchange students.

Patrick Whelan (MFS 2009, international education) currently works for the University of Wisconsin Survey Center in Madison. He is part of the project staff for the Wisconsin Longitudinal Study, a survey on aging involving over 12,000 graduates of Wisconsin high schools from 1957 and their siblings.

Kate Williams (international development) is currently interning at La Maison d'Haïti in Montreal, where she is researching second language acquisition, literacy, and minority women's development.

Erin (Lieg) Woodard (MFS 2004, business) was recently promoted to Future Vision Pilot Operations Manager at Rotary International. In her new position, Erin will facilitate the development of a new grant-making model for Rotary's foundation.

Erin (Lieg) Woodard (MFS 2004, business) was recently promoted to Future Vision Pilot Operations Manager at Rotary International.

Laurent *(continued from page 5)*

countries. The conflicting notions of "poor" and "white" reveal deep societal failures.

Although *Poor White Trash* does little to dismiss these French stereotypes (solidarity with the poor whites critiques an America claiming to be settled on higher ideals), the book adds new negotiations to a discussion on underclass, importantly infusing a critique of social stratifications within white society and the assumption that "poor" must always have an ethnic component.

Yet, a shift has occurred. With Occupy Wall Street, the oft-ignored words "income inequality" surfaced. Notions of the "99%" and a shrinking middle class emerged, taking center stage in the American political debate. Perhaps in this new climate, the fate of all members of the underclass can now be ameliorated in a thoughtful, intentional way.

Jordan Milliken *(2007, media / arts / cultural production) is complementing her MFS with a master's in speech-language pathology at the University of Nebraska at Lincoln. She hopes to work as a bilingual therapist or serve as a consultant to school districts in implementing bilingual speech-language programs.*

Jordan Milliken

L'ESSOR

Newsletter of the Professional French Masters Program

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L'Opéra Bastille

The University of Wisconsin-Madison **Professional French Masters Program** is an interdisciplinary master's degree program in French studies with concentrations in **business**, **French education**, **international education**, **European Union affairs, international development** and **media/arts/cultural production**, culminating in a personalized professional internship abroad and a professional portfolio. Qualified students not working toward a master's degree, but who wish to do much of the coursework and the internship, may take the Capstone Certificate of Professional French Studies.